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CIM ANNOUNCES DONATION BY MACK AND MCNEILUS FOR NINTH ANNUAL AUCTION AT WORLD OF CONCRETE

(Las Vegas, Nev. – Dec. 4, 2013) – The Concrete Industry Management (CIM) program – a business intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – is pleased to announce that the signature item for their ninth annual auction at World of Concrete is a Mack Granite® Axle Forward model mounted with a McNeilus 11-cubic-yard Bridgemaster® concrete transit mixer, donated by Mack Trucks, Inc. and McNeilus Co., a Division of Oshkosh Truck.

"The truck chassis donated by Mack Trucks and the concrete mixer donated by McNeilus Company is the strong foundation we need to help ensure a successful CIM Auction at the 2014 World of Concrete," said Michael Philipps, CIM Auction Committee Chairman. "We are very appreciative that, over the past many years, these two industry leading manufacturers have collaborated on a significant donation to our auction. It speaks volumes of their commitment to the concrete industry and the importance they place on the CIM program."

The truck is a 2014 Mack truck and specifications include:

Chassis # GU713-21018

GSO# 78398

VIN# 1M2AX04C1EM021018

Granite® Axle Forward

Mack MP7-365M engine with REPTO

Allision 4500 RDS 6 speed transmission

Mack UniMax FXL 20,000 pound front axle and Mack S462 46,000 pound rear axle

Hendrickson HMX 46,000 pound rear suspension

Frame - 248-inch wheelbase Mack Cornerstone 9.5 x 300 x 90 mm (single rail)
Bumper - flush stainless steel clad aluminum
66-gallon polished aluminum fuel tank

The Bridgemaster® mixer includes:

11-cubic-yard Bridgemaster® drum size
46-inch paver opening
1/4-inch fins with 3/16-inch drum shell
3 extension chutes on vertical hanger
Electronic drum controls with start -stop- resume
PMP drum drive with 5 year warranty
Aluminum fenders on tandem
54 Series Eaton hydraulics
150-gallon aluminum water tank, cross-mounted with step
Swing Away Throat (SAT) charge hopper with down in reverse
Rear tow loop

“Mack is pleased to support the Concrete Industry Management program’s annual auction and their commitment to management education,” said Stu Russoli, Mack construction product marketing manager. “The concrete market is significant for Mack and we enjoy doing all we can to encourage its growth and the growth of those working in the industry.”

The ninth annual auction will be held on Wednesday, Jan. 22 in the North Hall Room N262 of the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 12:45 p.m. and the live auction begins at 1 p.m. Once again this year, internet bidding will be available on the Ritchie Bros. website, www.rbauction.com. To participate in electronic auction bidding, bidders must register a week in advance. Those participating in the auction at World of Concrete can register on-site. For a full list of items, please visit www.concretedegree.com/auction.

Those interested in making a donation should contact CIM Auction Committee Chairman Michael Philipps at michaelf.philipps@cemex.com or (713) 722-2969.

About CIM

Receiving tremendous support from the concrete industry, the CIM program was the first of its kind in United States – a four-year Bachelor of Science degree in Concrete Industry Management. The need for such a program was recognized through the RMC 2000 movement in 1994 and was put into action by the Tennessee concrete industry. The end-result was a partnership between the concrete industry and Middle Tennessee State University (MTSU) to develop the CIM program, implementing it with its first two students in 1996, and producing its

first graduates in 2000. Since its humble beginning, the CIM program has expanded and now in addition to MTSU, it is offered at California State University, Chico, Texas State University and the New Jersey Institute of Technology. Today there are over 600 students pursuing degrees in Concrete Industry Management, and hundreds of CIM graduates working in the concrete industry.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic construction management, who are knowledgeable of concrete technology and techniques and are able to manage people and systems as well as promote products or services related to the concrete industry. It entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, marketing, management and business law are also taken throughout the length of the program.

The concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more. All of these courses provide much more than what is simply in the text – they emphasize problem solving, quality assurance and customer satisfaction. They utilize practical case studies and an internship to make sure the student obtains real-world experience essential to starting a successful career. Additional opportunities include on-campus socials and other events providing industry networking and professional development.

In 2012, an Executive MBA program was added by the CIM National Steering Committee. The CIM Executive MBA is specifically designed for individuals with three or more years of experience in the industry.

The CIM program has and continues to provide future leaders for the concrete industry. To learn more about the program, visit www.concretedegree.com.

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